

## ABSTRACT

A holder of product identification indicia incorporated with a specifically printed illuminated sign in a beverage vending machine. The holder allows enhanced product identification relating to a separate, existing selection button panel. The holder is  
5 securely attached to the back of the illuminated sign that has clear viewing windows registered to the holder. Specifically, it is intended as a retrofit kit for existing beverage vending machines to allow the display of product contained in the machine by means of significantly larger product identification indicia than the existing product identification indicia. The larger display windows may be specifically correlated to the existing  
10 selection mechanisms by way of numbers, letters, symbols, connecting lines and/or colors.